

# ISM CONNECT

*Modernizing the Fan Experience*



## ***Connect Brands To Digital Audiences***

ISM Connect provides a first-of-its-kind opportunity for brands to build relationships with consumers at sports and entertainment venues. Our established network of interactive display screens gives brands access to reach fans through integrated marketing campaigns that run through our smart screen network and consumer-facing channels. Our technology closely tracks key metrics such as brand impressions, engagement rates, and audience demographics through smart cameras.

### ***Why Advertise With Us***

- Promote compelling story through newly installed digital media at live events.
- Deliver contextual programming and traditional advertising through high definition screens equipped with data metric smart cameras.
- Measure output with facial recognition technology that generates real-time insights around audience engagement and demographic information.

### ***Types of Programming***

- **Contextual Programming:** Content that informs, educates or entertains fans and helps extend related sport or entertainment events.
- **Sponsored Content:** Brand attribution added to contextual programming to create sponsorship of an event.
- **Direct Advertising:** Traditional branded introductions to help introduce the benefits of products or services.

### ***Competitive Advantage***

- Unique access to all on-site digital ad space at over 100 venues, including more than 25 MiLB stadiums.
- Total audience of over 120m consumers at highly visible locations to maximize total brand impressions and interaction.
- Over 50% female and 35% millennial audience.
- Detailed campaign analytics that translate into a true understanding of your ROI.
- Agile content management system that supports various types of video, photo, and graphic content.